

Rebuttal Report of David J. Franklyn in response to Defendant's Expert Dr. David Eggleston in the Case of Glidewell v. Keating Dental Arts, Inc., Civil Action No. SACV 11-01309, currently pends in the United States District Court for the Central District of California, Southern Division.

If called to testify in this case, I would state as follow:

1. I have been asked by counsel for Glidewell Laboratories (hereinafter "Glidewell") to provide a response to the following reports of Dr. David Eggleston that were prepared on behalf of Defendant Keating Dental Arts (hereinafter "Keating"): (a) Expert Report of Dr. David W. Eggleston (Sept. 14, 2012); (b) First Supplemental Expert Report of Dr. David Eggleston (October 15, 2012); and (c) Rebuttal Expert Report of Dr. David Eggleston (October 15, 2012) (unless otherwise described, collectively, "Dr. Eggleston's report").
2. Dr. Eggleston asserts that Glidewell's trademark, BruxZir, is phonetically equivalent to the word "bruxer;" that "bruxer" is the common word for a person who "bruxes" and that to "brux" means to grind one's teeth. According to Dr. Eggleston, Glidewell's products are intended only or predominantly as a tooth restoration for people who have suffered damage from the condition of bruxism and therefore "bruxer" is the generic name of the product. He goes on to say that dentists commonly use the phrase "bruxer crown" as the generic name for a full zirconia dental crown.
3. Dr. Eggleston's report is deficient in several respects. First, BruxZir crowns are not only for people who brux; but rather are used for people who need an aesthetically pleasing and strong crown, regardless of why they might need that type of product.¹ The product serves a wider purpose than restoration of damage caused by bruxism.² Dr. Eggleston acknowledged

¹ See paragraphs 28-20 infra.

² Id.

at his deposition that if that is true, his opinion on the genericness of the term “bruxer” for crown may have to be revised.³

4. Dr. Eggleston’s original report in this case falls far short of demonstrating that “bruxer crown” is the generic name for a full zirconia dental crown. Unfortunately, Dr. Eggleston lumps together numerous pieces of “evidence” which, when parsed out, actually support distinct points. Altogether, I identified 19 distinct pieces (or categories) of evidence upon which Dr. Eggleston relies. They are listed in the following chart below:

Evid. #	Date	Description	Document	Page
1	7/2008	Article: Association Between Self-Reported Bruxism Activity and Occurrence of Dental Attrition, Abreaction, and Occlusal Puts on Natural Teeth - Journal of Prosthetic Dentistry	Org. Eggleston Report	12
2	1/2007	Thesis, Tolley: The Efficacy of the BiteStrip in Determining Patients Awareness of Nocturnal Bruxism	Org. Eggleston Report	13
3	2/2011	Article, Carden: A Changing Direction in Dentistry: Full-Contour Zirconia	Org. Eggleston Report	13
4	7/2007	Article, Suganuma: The Effect of Bruxism on Periodontal Sensation in the Molar Region: A Pilot Study	Org. Eggleston Report	13
5	1/2007	Article, Schneider: Maladaptive Coping Strategies in Patients with Bruxism Compared to Non-Bruxing Controls	Org. Eggleston Report	13
6	10/2008	Article, Ono: Effect of Sleep Bruxism on Periodontal Sensation and Tooth Displacement in the Molar Region	Org. Eggleston Report	13
7	1/1999	Article, Molina: A Clinical Study of Specific Signs and Symptoms of CMD in Bruxers Classified by the Degree of Severity	Org. Eggleston Report	14
8	10/2009 8/2012	Glidewell YouTube.com videos http://www.youtube.com/user/glidewelldental	Org. Eggleston Report	14, 17
9	N/A	Glidewell.com (Glidewelldental.com) - "BruxZir: Virtually Bulletproof"	Org. Eggleston Report	15
10	N/A	Barth Dental Laboratories	Org. Eggleston Report	15

³ Id.

11	N/A	Keller Laboratories - http://www.kellerlab.com/193/products/bruxzir.php	Org. Eggleston Report	15
12	N/A	Axis Dental Milling - http://www.axisdentalmilling.com/bruxzir.html	Org. Eggleston Report	15
13	N/A	Crown Dental Studio - http://www.crowndentalstudio.com/bruxzir.html	Org. Eggleston Report	15
14	N/A	Assured Dental Lab - http://www.assuredentallabinc.com/prep.html	Org. Eggleston Report	16
15	N/A	A crown made from zirconia is referred to by dentists and other dental professionals as a bruxer crown	Org. Eggleston Report	16
16	2/2011	YouTube, R-Dent: How to Adjust the Bruxzir Crown http://youtu.be/sTTwU1LDvjU	Org. Eggleston Report	16
17	10/2009	YouTube, Glidewell: Introduction to BruxZir Total Zirconia http://youtu.be/tUpp_DOY4Vw	Org. Eggleston Report	17
18	N/A	Other zirconia products: York Dental Lab ("Bruxer" crown), Barth Dental Lab ("Z-Brux" crown), Mascola Esthetics Dental Lab ("Xtreme Bruxer"), Showcase Dental Lab ("Zir-Bruxer Crown"), R-Dent Laboratory (R-Brux crown), Infinity Dental Lab ("Bruxer Crown"), Assured Dental Lab ("IPS e.max Bruxer crown"), China Dental Outsourcing ("All Zirconia for Bruxers")	Org. Eggleston Report	17-18
19	N/A	Keating Dental Arts lab orders	Org. Eggleston Report	18

5. While Dr. Eggleston would have us believe that all of these cites somehow prove that "bruxer crown" is generic, that is far from the case, as the following analysis shows.
6. Items 1-7 are articles that stand for little more than the proposition that "bruxer" is a common word for a person who bruxes --- i.e., who grinds his or her teeth. None of these articles, however, state that there is such a thing as a "bruxer crown." They, therefore, do not support Keating's position in this case.
7. Item 8 is a Glidewell YouTube.com video. Dr. Eggleston apparently is citing this as alleged evidence that Glidewell uses BruxZir and bruxer as phonetic equivalents. However, again,

even if this were true, it is not evidence that members of the relevant consuming public use “bruxer crown” as a generic term.

8. Items 9-14 are all cites to various dental labs, which according to Dr. Eggleston, support the proposition that Glidewell’s BruxZir crown is primarily intended for people with bruxism. However, that is not the point. That does not prove that dentists or dental labs use the term “bruxer crown” as a generic term.
9. Moreover, upon analysis, I was able to determine that both Keller (item 11) and Crown Dental Studio (item 13) are authorized Glidewell labs. They are, therefore, likely referring to Glidewell’s products and not using the term in a generic manner. Similarly, axisdentalmilling.com (item 12) refers to a registered TM - "Bruxzir (R)"- suggesting they are using the Glidewell product. There isn't any other registered "bruxzir" mark. Item 15 is simply Dr. Eggleston’s own self-pronounced statement that dentists and other dental professionals refer to full zirconia crowns as “bruxer crowns.” However, he does not speak from personal knowledge and state that he, himself, routinely refers to a full zirconia crown as a “bruxer crown.”
10. Item 16 is a YouTube video from R-Dent about “How to Adjust the Bruxzir Crown” and does not indicate that the speaker is using the term generically. Indeed, the dentist/speaker states that “some laboratories call it the BruxZir crown; we call it the r-brux crown.” In context, this is not a generic use – especially since the heading of the video spells the term as Glidewell does (without the capital Z) and, importantly, R-Dent is an authorized Glidewell lab.
11. Item 17 is a YouTube video by Glidewell that Dr. Eggleston appears to cite as an example of Glidewell using BruxZir and bruxer as phonetic equivalents. However, when one looks at the video, the speaker uses BruxZir as a trademark. Again, phonetic equivalence, even if demonstrated, would not make the term “BruxZir” a generic name for a type of crown.

12. Item 18 is a collection of cites to several dental labs that allegedly use the term bruxer in a generic manner. However, as shown below, these websites do not show that bruxer or BruxZir is a generic name for a type of solid zirconia dental crown.

- York Dental Lab is apparently not a Glidewell authorized lab. The lab's website consistently uses BruxZir multiple times with the same spelling and capitalization. The use of BruxZir on York's website is not a generic use. The product description does use "Bruxer" once to refer to the crown; however this is likely a mistake in light of the previous consistent use. Barth Dental Laboratories is apparently not a Glidewell authorized lab. The Barth website indicates that zirconium crowns are intended in part for bruxers. It does not use "bruxer crown" as a generic term.
- Mascola Esthetics is apparently not a Glidewell authorized lab. Mascola's use of "Xtreme Bruxer" on an Rx form is descriptive use at most and not a generic use. Showcase Dental Laboratories is apparently not a Glidewell authorized lab. Showcase no longer uses the name Zir-Bruxer and now refers to its product as Full Contour Zirconia.
- R-Dent Dental Laboratory is apparently a Glidewell authorized lab which consistently uses BruxZir.
- Infinity Dental Laboratory is apparently not a Glidewell authorized lab. It is unclear what Infinity intended with the use of Bruxer, but this may be one of the very few incidents of a possible generic use.
- Assured Dental Lab is apparently not a Glidewell authorized lab. Assured's use is ambiguous but may amount to descriptive use.

13. China Dental Outsourcing is apparently not a Glidewell authorized lab. There is no use of the term bruxer crown.

14. Item 19 is the collection of approximately 50 Keating Dental Arts written lab orders where dentists have attempted to order BruxZir crowns from Keating. However, this, in my view, is evidence of actual confusion (i.e., dentists wrongly thinking Keating offers BruxZir products), not evidence of generic use of the term BruxZir crown.
15. Thus, when it is parsed out, Dr. Eggleston, in his original report, offers very little documentary evidence which even arguably could be taken as examples of relevant professionals using “bruxer crown” in a generic manner.
16. In my view, that is hardly enough to demonstrate that dental professionals generally use the term “bruxer crown” generically.
17. Dr. Eggleston’s supplemental and rebuttal reports do not fare better. They cite almost exclusively to depositions from this case in an attempt to show that bruxer and BruxZir are phonetic equivalents. However, that is not the same as showing that BruxZir or Bruxer is widely used as the generic name for a type of dental crown.
18. Dr. Eggleston’s supplemental and rebuttal reports misconstrue the evidence. For example, in his Rebuttal Report, Dr. Eggleston makes reference to a forum post from the Dental Lab Network entitled “How to glaze a BruxZir Crown” with date ranges from 10-09-2009 to 6-11-2011 (Eggleston Rebuttal at p. 3:4-9). Dr. Eggleston claims that “the ongoing discussion is clearly NOT discussing Glidewell's product, but rather is discussing the glazing of zirconia crowns from any source (whether or not from Glidewell).” What Dr. Eggleston fails to note is that while other products were mentioned within this thread, it is clear that the participants were well aware that BruxZir *is* a Glidewell product and not a generic term for a zirconia crown indicated for bruxers. Examples would include, but are not limited to, the following:
19. “Mark Jackson” of Precision Ceramics Dental Laboratory:

-11-22-2010 - "if you want to know how to Glaze a BruxZir restoration, simply review your BruxZir training materials . . . "

-11-23-2010 - "As for BruxZir (and FDA registered monolithic zirconia) simulated wear studies, solubility and other performance benchmarks have already been performed."

-2nd post from 11-23-2010 - "These doctors are asking about BruxZir and being mislead and lied to, and UNKNOWINGLY being switched to inferior and inappropriate materials."

-3rd post from 11-23-2010 - "There is no SIMILAR product. Comparing regular zirconia to BruxZir is like comparing pressable porcelain to Lithium Disilicate. . . All they need to do, is contact Glidewell,"

-11-23-2010 at 6:10 p.m. "At the moment only BruxZir that I know of. All the others use either Lava or Metosit as their predicate device. Crystal zirconia claims to be an EXACT replica of Metosit and is only approved for use as a coping."

-11-26-2010 "3M spoke with Glidewell about licensing BruxZir. It doesn't fit with their business plan, so they have applied for a provisional application for Lava as a full contour material, but even if it gets approved, as I'm sure it and others will, it was never designed [sic] to be use that way and will not compare to the specialized products that WERE.", and many more]

"Charles007":

- 10-07-2010 "I also glazed a 3 unit full contour zir bridge . . . This was not the Glidewell Bruxzir material";

- 11-01-2010 "I'm not using Glidewells [sic] bruxzir [sic] or Chrystal Diamond..... Top secret full contour zir . . . "

- 11-24-2010 "I take a day off DLN and come back to see all hell breaks loose over me trying to make full contoured zirconia look better trying different stain kits..... ALL of the full contoured zirconia materials I've seen look opaque, including BruxZir....."

- 11-25-2010 "Doug, Glidewell has spent mega \$\$ on BruxZir, don't think any lab using this product will be a tester, I would call it a Mega money maker materialOther companies with try to "one up it" which will eventually benefit us all in the long run. Who knows what the next full contoured material will be and when it will come out..... I keep hearing about new materials, and I definitely don't want to be a tester."

- **"TheLabGuy"**

- 11-22-2010 "If it's any consolation.....I don't sell any full contour zirconia or bruxzir";

- 11-23-2010 "Most of us are all still riding the E.max tsunami and full contour zirconia or BruxZir is still in it's infantile stages and why everyone here is asking so many questions about it.";

- 2nd post from 11-23-2010 "Now, as John mentioned, if you would like to explain the differences in BruxZir and Zirconia and why it's a better product (preferably not because the FDA says so)";

- 3rd post from 11-23-2010 "A question: Do most of the manufacturers out there have a FDA registered (501) full contour zirconia restoration available on the market? Or is BruxZir the only one (even though its composition is different)."

"JohnWilson," the moderator:

- 11-22-2010 " As for counterfeiting I know you are one of the few that actually has the glidewell [sic] product at PCDL, and you have a vested interest in maintaining the brand name. With that being said it is a mistake and illegal to use the name Bruxzi [sic]to refer to any other product other than a Bruxzi [sic].";

- 11-23-2010 "As for the fact that we are in the infancy of Monolithic ZI restorations, the brand people have heard of is of course because of Glidewells amazing marketing budget.";
- 2nd post from 11-23-2010 "Since it's obvious that I do not know the difference between a BruxZir crown and a generic Full contour Zir crown perhaps you can share the difference with us all. Not just the fact that there is a 510k registration on the specific product. Oh and BTW what other labs have bought into the BRUXzir system from glidewell?"

"DMC" aka "C.D.T Crazy Dental Tech":

- 11-23-2010 "I'll make full Zirconia all day long and not lose any sleep over it. . . . How does it get any cheaper than the home-made Zirconia from Glidewell? LOL What if I get a prescription with the word Bruxzir mis-spelled?";
- 2nd post from 11-23-2010 "I can tell you that we have made 100% Zirconia crowns for over 100 Labs! I do it everyday. They all knew it was not a Glidewell product. Good luck trying to sue all of us."
- 3rd post from 11-23-2010 at 5:32 p.m. "I have only the best of the best in my lab. I would NEVER sell that chit Zirconia from Glidewell[sic]!"

20. Moreover, much of the "evidence" on which Dr. Eggleston relies is legally not germane to the genericness issue in this case. In this case, to prevail on its genericness counterclaim, the defendant Keating must prove that BruxZir was the generic name for full zirconia dental crowns by September, 2010 or May, 2011 at the latest— the dates that Keating entered the market in competition with Glidewell. It is well established in the Ninth Circuit that the date for determining genericness in an infringement action is the date when the alleged infringer entered the relevant market.⁴

21. Here, it is my understanding that Keating entered the dental crown market – using the KDZ Bruxer mark – in either September 2010 when it began selling zirconia crowns under the KDZ Bruxer name to existing customers, but no later than May, 2011 when it publicly advertised zirconia crowns under that name.

⁴ *Yellow Cab Co. of Sacramento v. Yellow Cab of Elk Grove, Inc.*, 419 F.3d 925, 928 (9th Cir. 2005) ("The crucial date for the determination of genericness is the date on which the alleged infringer entered the market with the disputed mark or term."). See also *Nora Beverages, Inc. v. Perrier Group of Am., Inc.*, 164 F.3d 736, 744 (2d Cir. 1998).

22. Yet, in supporting both his “phonetic equivalence” and “genericness” opinions, Dr. Eggleston relies almost entirely on excerpts from journals , articles, videos and the internet which either occurred *after May, 2011* or which are not dated.⁵
23. To the extent that Dr. Eggleston relies on evidence before Keating entered the market, it is not evidence of generic use of the term “bruxer” as a type of zirconia crown. Indeed, in his original report, the only evidence he cites before September 2010, consists of articles (items 1-7 in the chart above) that show that “bruxer” is a word for a person who grinds. In his rebuttal report⁶ (to my report), Dr. Eggleston cites a blog (photodontist.blogspot.com) to support the assertion that BruxZir crown is used generically.
24. Yet, Dr. Eggleston’s own description of the blog – and a plain reading of the blog itself – amply demonstrate that the author (a Mr. Vu Le) is using the BruxZir name as a trademark. Indeed, he mentions Glidewell Labs specifically! In a follow up to his blog entry, Dr. Le explicitly indicates his knowledge that “[g]lidewell Labs markets them under the brand name Bruxzir”⁷ Dr. Eggleston’s attempt to spin this as a generic use is disingenuous.
25. Dr. Eggleston has not offered any credible evidence that BruxZir – or its alleged phonetic equivalent “bruxer” -- was predominantly seen as the generic name for full zirconia crowns as of September 2010 or even by May, 2011. Nor has he shown that to be the case today.

⁵ See Initial Report of David Eggleston - “All Ceramic: All Zirconia for Bruxers” (undated) ; “Infinity Dental Laboratory: Help Your Dental Lab Grow” (undated) ; “Showcase Dental Laboratories: News” (undated); “Barth Dental Lab: Z Brux Crown”(undated); “BruxZir Removal” by Artisticdental dated July 1, 2012; the various KDA Lab Orders for allegedly the KDZ Bruxer - presumably all after the KDA first use; *See also*, Supplemental Report of David Eggleston : “A Food and Drug Administration Adverse Event Report”, DaniDental prescription form, Trachsel Dental prescription form; *Also See*, The Rebuttal Report of David Eggleston - examples of purportedly phonetically similar “brux” or “zir” products, of which only Z-Brux, R Brux, Zir-Bruxer, All Zirconia For Bruxers, Zir-Cast, and Zir-Max are all zirconia crowns, the remainder are for the treatment of bruxism with no dates associated with each.

⁶ See Eggleston Rebuttal Report, pages 2-3.

⁷ <http://photodontist.blogspot.com/2009/10/bruxzir-vs-pfm-round-2-full-zirconia-vs.html>

26. Incidental generic uses do not render a mark generic.⁸ See McCarthy on Trademarks and Unfair Competition § 12:6 (4th Ed.) (stating that a term must be predominantly seen as generic before it will be considered legally generic and suggesting as a bench mark that at least 75% of the relevant consuming public view of the mark primarily as the generic name for that type of product and not primarily as a brand name.); *see also* 15 U.S.C.A § 1064(3); and *see* McCarthy on Trademarks and Unfair Competition § 12:8 (4th ed.) citing *Coca-Cola Co. v. Overland, Inc.*, 692 F.2d 1250 (9th Cir. 1982) (COKE not a generic name).
27. The evidence cited by Dr. Eggleston demonstrates that BruxZir and/or Bruxer have *not* been understood by dentists or dental labs to be generic but rather to refer to Glidewell's products. *See, e.g.*, posts by "Mark Jackson" of Precision Ceramics Dental Laboratory [11-22-2010; 11-23-2010; 2nd post from 11-23-2010; 3rd post from 11-23-2010; 4th post from 11-23-2010; 11-26-2010]; "Charles007" [10-7-2010; 11-01-2010; 11-24-2010; 11-25-2010]; "TheLabGuy" [11-22-2010; 2nd post from 11-22-2010; 11-23-2010; 2nd post from 11-23-2010; 3rd post from 11-23-2010]; "JohnWilson"[11-22-2010; 11-23-2010; 2nd post from 11-23-2010; 11-23-2010 at 6:18 p.m.]; "Al." [11-24-2010] and "DMC" aka "C.D.T Crazy Dental Tech" [11-23-2010; 2nd post from 11-23-2010; 3rd post from 11-23-2010 at 5:32 p.m.; 11-29-2010].
28. Dr. Eggleston does not cite remotely sufficient evidence to support an opinion that as of September, 2010 or May, 2011, a majority of dentists or dental labs used the terms "BruxZir crowns" or "bruxer crown" as a generic name for full zirconia crowns.

⁸ 2 McCarthy on Trademarks § 12:12 (4th ed. 2012) ("Because a finding of genericness may result in the loss of rights which could be valuable intellectual property, a court should not find genericness without persuasive and clear evidence that the contested term has become generic among a majority of the buyer group."). *See also Ty, Inc. v. Softbelly's, Inc.*, 353 F.3d 528, 531 (7th Cir. 2003) ("To determine that a trademark is generic and thus pitch it into the public domain is a fateful step. . . . The fateful step ordinarily is not taken until the trademark has gone so far toward becoming the exclusive descriptor of the product that sellers of competing brands cannot compete effectively without using the name to designate the product they are selling").

29. Trademark law makes clear that a finding of genericide is an extreme ruling that can deprive a trademark owner of significant and valuable rights and should not be lightly entered merely because there have been some generic uses of a brand name.⁹
30. Since reviewing Dr. Eggleston's report in this case, I have spoken with several dentists about assertions in Dr. Eggleston's report concerning dentists' perceptions and use of the words "bruxer, bruxism, bruxer crown and BruxZir crown." One such dentist is Dr. David DiTolla -- the primary research dentist employed at Glidewell. He gives roughly 30-35 lectures per year to large groups of dentists about various types of dental restoration materials and products. Dr. DiTolla states that "bruxer" is not a term widely used in the dental industry for solid zirconium crowns.
31. I also spoke with Dr. Gordon Christianson -- a prominent research dentist in Provo Utah who is widely known by dentists in the United States. Dr. Christianson has been a dentist since 1960; started two dental schools; was Dean of the Scottsdale School of Dentistry; and runs the largest dental research project in the United States. More information on his research can be found at cliniciansreport.org and pccdental.com. A copy of his CV is attached hereto.
32. Dr. Christianson said unequivocally that: BruxZir is a well known and widely recognized brand name for full zirconia crowns by dentists and dental labs in the United States -- like "Coca-Cola to dentists"; BruxZir is not a generic name or seen as such by dentists or dental labs; the generic names for Glidewell's zirconia crowns would be "full zirconium crowns;" before Glidewell entered the market dentists and dental labs would have called this type of product a "zirconia based restoration" or a "full zirconia crown" when speaking of it generally; BruxZir zirconium crowns are used for many things other than to treat patients with the "pathological

⁹ See *id.*

condition of bruxism” and indeed are used for “everything” now given their high quality, strength and aesthetic appearance.

33. Dr. Christianson further stated that Keating ‘s mark is “an invasion” of Glidewell’s mark; dentists and dental labs are “absolutely likely to be confused by Keating’s KDZ Bruxer mark for the same product;” other companies that wish to compete with Glidewell do not feel the need to do this; and that there is a real risk of counterfeit products entering the market through China in this area and a need to protect the BruxZir brand name. In Dr. Christianson’s view, Glidewell initiated wide use of full zirconia crowns and is well known for this product throughout the country under its trade name BruxZir.
34. I also spoke with and reviewed the expert report of Dr. Ronald Goldstein from Atlanta, Georgia. Dr. Goldstein is a prominent dentist and author of ten dentistry text books and numerous articles on dentistry. Dr. Goldstein stated that Glidewell’s BruxZir solid zirconium crown products are used extensively for patients who are not bruxers. He stated that it is now the most popular general crown for all types of restoration in the United States because of its strength and appearance.
35. Dr. Goldstein stated that BruxZir is widely recognized as a brand name for Glidewell’s full zirconia crown by practicing dentists throughout the United States.
36. Dr. Goldstein stated that he had never seen or heard of the word “bruxer,” “bruxer crown” or “BruxZir” being used as the generic name for a type of crown, i.e., as the generic name of a solid zirconia crown. He stated unequivocally that in the text books, in the scientific literature and in common practice, the generic names for solid zirconia crowns is either monolithic zirconium crown, or full zirconium crown or solid zirconium crown or zirconium crown.
37. Dr. Goldstein stated that given his 55 years as a practicing dentist, his current research, academic and professional activities, he certainly would have heard the term “bruxer” used as

the name for a type of crown if, indeed, that were occurring. Dr. Goldstein stated emphatically that there was no such generic term as “BruxZir crown” or “bruxer crown.”

38. Additionally, I spoke with the following dentists about the uses of the terms BruxZir and bruxer in the dental industry: Michael J. Fanning DDS, 10271 Beach Dr. Calabash, NC; Vincent S. Cianciulli D.M.D., 815 Hartford Tpke, Waterford, CT, 06385-4201; Dr. Terence J. Michaels, DDS, 225 Waukegan Rd, Lake Bluff, IL 60044; Ilya Benjamin DMD, 55 S Valle Verde Dr., Ste 250, Henderson, NV 89012; Dean Saiki DDS, 3231 Waring Court Oceanside, CA 92056; Thomas E. Bell DDS, 126 Biggs Lane, South Shore, KY 41175; Robert McNicholas DDS, 10342 S. Kedzie Ave., Chicago, IL 60655-2016.
39. With the exception of Dr. McNicholas¹⁰, these dentists all disagree with Dr. Eggleston that *even today* dentists use “bruxer crown” as the generic name for full zirconia crowns. Rather, they corroborated the statements of Drs. DiTolla, Christensen, and Goldstein, as well as my understanding, that the generic names for a full zirconia crown would be either “zirconia crown,” “full zirconia crown,” “monolithic zirconia crown,” “solid zirconia crown,” or the like. According to these dentists, the word “bruxer” is understood to refer to a person who grinds his or her teeth. The term “BruxZir crown” is generally known and understood to refer to Glidewell’s product. It may occasionally be mis-spelled. They further stated that in May, 2011, the date when Keating entered the zirconia crown market, dentists and dental labs did not use either Bruxer or BruxZir as the generic name for a full zirconium dental crown.

¹⁰ Dr. McNicholas indicated that he has on occasion used the term Bruxer to refer to the type of crown, i.e., a full zirconium crown. However, he did not state that dentists generally refer to this type of product in this manner when they are speaking of full zirconium crowns made by entities other than Glidewell. He stated that he recognized BruxZir as the brand name of Glidewell’s product. He further stated that on one occasion he ordered a full zirconium crown from Keating and listed on the order form “BruxZir” because at that point in time he assumed that all solid zirconium crowns were made from materials supplied by Glidewell. He stated that a representative from Keating called him and instructed him not to use the term BruxZir when ordering from Keating in the future.

40. In addition, these dentist all stated that they use BruxZir brand crowns (indeed, all solid zirconium crowns) more in patients without bruxism than in patients who suffer from that pathological disorder. The dentists with whom I spoke agreed with Dr. Christianson's statement that BruxZir full zirconium crowns today are used "for everything" and that correcting the effects of bruxism is but one application. The reason given is that BruxZir crown are stronger, made from more durable materials and better looking than most other alternatives on the market. They are, therefore, attractive on a general level, for tooth restoration. Some dentists stated that they always use BruxZir brand full zirconium crowns when restoring teeth in the rear of the mouth because of their superior strength.
41. Finally, these dentists generally stated that if they were to encounter another company using the name "bruxer" as a trademark for full zirconium crowns, they likely would be confused as to the source of such crowns or the zirconium material from which they are made, and would likely assume that the source was Glidewell.
42. The USPTO searches I performed corroborate and support the statements of these dentists that "BruxZir" and "Bruxer" and "bruxer" have not become widely used as the generic name for a type of dental crown.
43. Even if today's date (October 29, 2012) were the appropriate date for determining genericness, it would continue to be my opinion that neither "BruxZir" nor "bruxer" is predominantly seen as the generic name for a type of dental crown within the relevant markets.

Respectfully submitted this 29th day of October, 2012.

A handwritten signature in black ink, appearing to read "David J. Franklyn", with a long, sweeping horizontal stroke extending to the right.

David J. Franklyn

Professor of law

Director, McCarthy Institute for Intellectual Property and Technology Law

Director, Center for the Empirical Study of Trademark Law

Director, LL.M. Program in Intellectual Property Law

University of San Francisco School of Law

Exhibit A

**CURRICULUM VITAE
OF
GORDON JOHNSON CHRISTENSEN**

ADDRESS:	<u>Practical Clinical Courses</u> 3707 North Canyon Road Suite 3D Provo, Utah 84604 (801) 226-6569 (office)	<u>Home</u> 675 East 900 South Mapleton, Utah 84664 (801) 489-3619 (home) (801) 380-6440 (cell)
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PRESENT POSITIONS:

Director and Founder, Practical Clinical Courses;
CEO and Co-Founder, Clinicians Report Foundation;
Private Practice (Fixed, Removable and Implant Prosthodontics);
Adjunct Professor, Brigham Young University;
Clinical Professor, University of Utah.

MARITAL STATUS: Married to Rella P. Christensen, BS, RDH, PhD, Co-Founder, Senior Scientist and Former Director, Clinical Research Associates (now Clinicians Report).
Three married children: William, (DDS 1989); Michael, (DDS 1992); Carlene, (BS 1992).

EDUCATION:	Pre-Dental - Utah State University Logan, Utah 1954-56
	D.D.S. - University of Southern California Los Angeles, California..... 1956-60
	M.S.D. - University of Washington Seattle, Washington (Restorative Dentistry) 1962-63
	Ph.D. - University of Denver Denver, Colorado (Education and Psychology) . 1969-72

HONORARY DEGREES:	Sc.D.- Doctor of Science Utah State University Logan, Utah 1999
	Doctor of Dental Education & Research Utah Valley State College Orem, Utah 2001

ACADEMIC APPOINTMENTS:

Currently a Visiting Professor in Many Universities Around the World..... 1965-Pr
Midwestern University, College of Dental Med. Dean's Advisory Council... 2007-Pr
University of Utah, Clinical Professor of Pathology 1981-Pr
Brigham Young University Adjunct Professor, Biological
and Agricultural Sciences 1978-Pr
University of Colorado, Professor and Associate Dean 1968-76
Assistant Dean 1973-75
Professor & Chairman, Department of Rehabilitative Dentistry..... 1968-73
University of Kentucky, Associate Professor & Chairman of
Restorative Dentistry 1965-68
Assistant Professor & Chairman of Restorative Dentistry 1966-67
Assistant Professor & Chairman of Operative Dentistry 1965-66
University of Washington, Assistant Professor Operative Dentistry..... 1962-64
Clinical Assistant 1962

BOARD CERTIFICATION:

Specialty Board: Diplomate, American Board of Prosthodontics 1968
State Board: Arizona 2007
Utah..... 1976
Colorado..... 1969
Kentucky 1966
Washington 1961
California 1960

COMMUNITY ACTIVITIES:

- Church of Jesus Christ of Latter-day Saints, numerous administrative and teaching positions over many years including Seminary and Institute Teacher, District and Stake Presidencies, High Councils, Bishoprics, Bishop, etc.
- Full-time Administrative Service Mission 2001 – 2003; Director, Los Angeles Temple Visitor's Center
- Boy Scouts of America, Scoutmaster, Endowment Chairman and other committees
- United Way, Professional Coordinator

EDITORIAL RESPONSIBILITIES

Held Since

Clinicians Report 2007
Journal of Contemporary Dental Practice 2005
Dental Economics 2001
Endodontic Practice 1997
Journal of Esthetic Dentistry 1989
American Journal of Dentistry 1989
Journal of the American Dental Association 1988
International Journal of Periodontics and Restorative Dentistry 1988
Journal of Operative Dentistry..... 1978
Clinical Research Associates Newsletter..... 1977

FELLOWSHIPS, MASTERSHIPS, & DIPLOMATE STATUS:

<u>Honored Fellow</u> , American Academy of Implant Dentistry.....	2008
<u>Diplomate</u> , International Academy of Mini Dental Implants	2007
<u>Fellow</u> , Academy of Dentistry International.....	2005
<u>Fellow</u> , Academy of Osseointegration	2001
<u>Associate Fellow</u> , American Academy of Implant Dentistry.....	2000
<u>Fellow</u> , International Academy for Dental-Facial Esthetics.....	2000
<u>Diplomate</u> , International Congress of Oral Implantology	1998
<u>Fellow</u> , International Congress of Oral Implantology	1997
Honorary <u>Fellow</u> , American Endodontic Society	1992
<u>Fellow</u> by Election, Royal College of Surgeons, (England).....	1988
Honorary <u>Fellow</u> , Academy of General Dentistry	1988
<u>Fellow</u> , American College of Dentists	1971
<u>Fellow</u> , International College of Dentists.....	1970
<u>Fellow</u> , American College of Prosthodontists	1968

HONORARY AWARDS AND LISTINGS:

Blue Vase Award (Paragon Management)	2011
Outstanding Dental Leader Award (Int College of Dentists)	2011
Outstanding Contributions to Donated Dental Services (DDS), NFDH.....	2010
Dr. BiCuspid Publication – “Most Effective Dental Educator”	2009
William John Geis Award, American College of Dentists.....	2005
Irwin Smigel Prize in Aesthetic Dentistry, NY University.....	2005
Charles Pincus Award for Esthetic Dentistry, AAED.....	2002
Thomas P. Hinman Distinguished Service Medal.....	1999
Distinguished Practitioner, National Academies of Practice	1999
Century of Service Award, Utah Dental Association.....	1999
Callahan Memorial Award, Ohio Dental Association	1998
USC School of Dentistry Hall of Fame	1996
Who's Who in Dentistry.....	1996
Denver Midwinter Excellence in Dentistry Award	1995
Greater NY Meeting's Executive Director Emeritus	
Dr. Irving E. Gruber Award.....	1994
Who's Who in the World (12th Edition)	1994
Who's Who Worldwide	1993
Who's Who in America (48th Edition)	1993
Who's Who in the West.....	1993
Distinguished Lecturer Award, Greater NY Academy of Prosthodontics	1992
The Fauchard Gold Medal Award	1992
Distinguished Service Award, Utah Dental Association.....	1991
Alpha Omega International Achievement Award	1991
Utah Dental Association Achievement Award.....	1991
Award for Service to the Dental Profession,	
Delta Sigma Delta International Fraternity	1990
Chicago Dental Society Gordon Christensen Recognition Lecture Award	1990
Dentist Magazine Voted #1 Dental Lecturer in U.S.A.	1989
The International Book of Honor	1989
University of Washington, Dental Alumni Association Distinguished	

Alumnus Award.....	1989
Pierre Fauchard Academy Award.....	1989

HONORARY AWARDS AND LISTINGS (CONTINUED):

Dentist Magazine Voted #1 Dental Lecturer in U.S.A.	1988
Award of Distinction, Academy of Dentistry, Intl, Wash, DC.	1988
Dentist Magazine Voted #1 Dental Lecturer in U.S.A.	1987
BYU Academy of Dentists Distinguished Service Award.....	1987
Man of the Year Award, Amer. College of Dentists, Colorado.....	1986
Who's Who in Frontier Science and Technology	1982
Who's Who in Health Care.....	1977
Men of Achievement	1975
Who's Who in the United States	1975
Dictionary of International Biography	1975
Personalities of the West and Midwest.....	1974
Community Leaders and Noteworthy Americans.....	1973
National Social Directory.....	1973
Who's Who in Colorado	1972
Who's Who in America.....	1972
American Men and Women of Science.....	1971
Outstanding Educators of America ...	1971
Achievement Award Alumni Association, SCADA ...	1968
Skull and Dagger, Univ. of So. California, Honorary	1960
Robert E. Cruise Award, U.S.C.....	1960
Garrett Newkirk Award, U.S.C.	1960
Omicron Kappa Upsilon, U.S.C. Chapter.....	1960
Phi Kappa Phi, U.S.C. Chapter.....	1960
Student Body President, U.S.C. Dental School	1959-60
Alpha Tau Epsilon, U.S.C. Honorary	1956

HOSPITAL APPOINTMENTS, ADMINISTRATIVE POSITIONS, AND CONSULTANT POSITIONS:

Senior Academic Advisor, Scottsdale Center for Dentistry	2009-Pr
Board of Directors, National Children's Oral Health Foundation.....	2008-Pr
Board of Directors, Clinicians Report.....	2007-Pr
Dean, Scottsdale Center for Dentistry (CE Center)	2007-09
Board of Directors, Scottsdale Center for Dentistry (CE Center).....	2007-09
Board of Directors: Salt Lake Donated Dental Services	2000-Pr
Dental Advisory Board, Dentistry Today	2000-Pr
Board of Directors: National Foundation of Dentistry for the Handicapped	1992-Pr
Utah Valley Regional Medical Center, Provo, Utah	1976-Pr
Brigham Young University, College of Biology and Agriculture National Advisory Board	1990-Pr
ADA Health Foundation	1995-2000

LECTURES, SEMINARS, AND COURSES:

Have presented over 45,000 hours of invited lectures, seminars, and clinics in 50 states, Asia, Europe, South and Central America, the Middle East, Far East, Mexico, Canada, Puerto Rico, Australia, New Zealand, the Virgin Islands, India, and Africa.

PRIVATE PRACTICE OF PROSTHODONTICS:

Provo, Utah	1976-Pr
Denver, Colorado	1968-76
Lexington, Kentucky ..	1965-68
Seattle, Washington ..	1962-65

CURRENT PROFESSIONAL ORGANIZATIONS:

	Held Since
National Academies of Practice	2000
American Academy of Implant Dentistry	1998
American Prosthodontic Society	1996
American College of Prosthodontists	1968
American Academy of Cosmetic Dentistry	1993
The International Congress of Oral Implantologists	1991
Federation of Prosthodontic Organizations	
Federation Dentaire Internationale	1990
International College of Prosthodontists	1986
Academy of Osseointegration	1996
Academy of LDS Dentists	1976
American Academy of Esthetic Dentistry	1975
American Academy of Restorative Dentistry	1972
Academy of Operative Dentistry	1972
Delta Sigma Delta	1968
Director of several dental study clubs	1965
American Academy of Gold Foil Operators	1965
International Association for Dental Research	1962
American Dental Association and Utah Dental Association	1956
International Association of Student Clinicians	1959

RESEARCH INTERESTS, GRANTS, AND FELLOWSHIPS:

Preventive dentistry, restorative dentistry, prosthodontics, dental caries, dental materials, clinical investigations, health administration, tooth development and morphology, education, psychology.

Clinicians Report (formerly Clinical Research Associates)	
Many continuing grants and contracts with many manufacturers....	1976-Pr
Expanded Function Dental Auxiliary Training Program,	
Contract No. 743-29,	1974-76
Allied Health Special Improvement Grant, 1 DO 1 AH	
50249-01	1972-77
Research Grant No. DH-DE-00144-01, Cariostatic Effect of	
Community Fluoride Mouthwashes	1968
Research Grant No. DE-02074-0251, Cavity Medication in	
Restorative Dentistry	1967
Patterson - Hettinger - Cary Research Fellowship	1963
American Fund for Dental Education Fellowship for Post-doctoral study ...	1962-63

UNIVERSITY TEACHING EXPERIENCE:

(Univ of Washington, Kentucky, Colorado, Utah, and Brigham Young University)

Anatomy, bio-statistics, dental anatomy, dental anesthesia, dental caries, dental embryology, dental materials, education, fixed prosthodontics, literature review, occlusion, office emergencies, operative dentistry, preventive dentistry, psychology, religion, restorative - periodontic relationships, scientific inquiry and writing, T.M.J.

UNIVERSITY COMMITTEES:

Dental Hygiene Advisory Committee, Utah Valley State College.....	1996-Pr
Regional Dental Education Program, Consultant, Univ. of Utah, Univ. of Washington, Creighton University	1978-Pr
Planning Committee for Potential University of Utah Dental School	1980-Pr
Academy of LDS Dentists Planning Committee, BYU.....	1976-Pr
Dean's Cabinet, CU School of Dentistry	1975-76
Education Committee, CU School of Dentistry.....	1975-76
Coordinator, ADA Accreditation Survey Manuals and Site Visits, CU School of Dentistry	1973-76
Coordinator, Dental School Building Committee, CU School of Dentistry	1973-76
Admissions Committee, CU School of Dentistry	1973-76
Allied Health Professions Advisory Council	1971-76
J.F. Kennedy Center Advisory Committee, CU Medical Center.....	1970-76
Dental Hygiene Planning Committee, CU School of Dentistry	1970-76
Central Services Committee, CU Medical Center	1969-76
Emergency Clinic Planning Committee CU.....	1969-72
Executive Committee, CU School of Dentistry	1968-76
University Senate UK	1967-68
Medical Center Academic Council UK	1967-68
Executive Committee UKCD	1967-68
Dentists' Service Plan UKCD	1967-68
Dental Hygiene Planning Committee UKCD	1966-68
Curriculum Committee UKCD	1965-68
Academic Performance Committee UKCD	1965-68

PUBLICATIONS:

THESIS AND DISSERTATION:

1. CHRISTENSEN GJ. The Morphologic and Developmental Status of the Human Molars in the Circumnatal Period, M.S. Thesis, University of Washington, 1963.
2. CHRISTENSEN GJ. Professional Interaction in Academic Health Centers, Ph.D. Dissertation, University of Denver, 1972.

BOOKS AND CHAPTERS IN BOOKS:

1. KRAUS, R. S. and JORDAN, R.E. The Human Dentition Before Birth, CHRISTENSEN GJ. Contributed to Chapters 5, 6, and 9, Lea and Febiger, Philadelphia, 1965.
2. MORRIS, A.L. and BOHANNAN, H.M. The Dental Specialties in General Practice. CHRISTENSEN GJ. and LUNDEEN, H.C. Restorative Dentistry Chapter, W. B. Saunders Co., Philadelphia, 1969.
3. CLARK, J.W. Clinical Dentistry, CHRISTENSEN GJ. Cavity Preparation in Permanent Teeth (Chapter 19); Tooth-Colored Restorations (Chapter 22); Amalgam Restorations (Chapter 24); Compacted Gold Restorations (Chapter 25), Harper and Row, Hagerstown, Maryland, 1976. (Revised 1979).
4. TYLMAN, S.D., MALONE, W.F.P. Theory and Practice of Fixed Prosthodontics. CHRISTENSEN GJ. Chapter entitled Cementing Media in Restorative Dentistry, C.V. Mosby, St. Louis, Missouri, 1978.
5. OBRIEN, W.J. and TYGE, F. An Outline of Dental Materials. (Contributed article, Longevity of Restorations). W.R. Saunders Co., Philadelphia, 1978.
6. CHRISTENSEN GJ. Fixed Prosthodontics Today, Chapter in Book, Proceedings of the Second International Prosthodontic Congress, C.V. Mosby, St. Louis, 1979.
7. CHRISTENSEN GJ. Guide to Dental Materials and Devices, Ninth Edition, Chapter on Operatory Equipment, ADA, Chicago, 1979.
8. SMITH, D.C. and WILLIAMS, D.F. Biocompatibility of Dental Materials, Vol. III. CHRISTENSEN GJ. Clinical Aspects of Unfilled and Composite Resins (Chapter 7), CRC Press, Inc., Boca Raton, Florida, 1982.
9. SMITH, D.C. and WILLIAMS, D.F. Biocompatibility of Dental Materials, Vol. IV, CHRISTENSEN contributed Chapter, Tissue Reactions to Unfilled and Composite Resins and Sealants, CRC Press, Inc., Boca Raton, Florida, 1982.

PUBLICATIONS - BOOKS AND CHAPTERS IN BOOKS (CONTINUED):

10. MORRIS, A.L. and BOHANNAN, H.M. Comprehensive General Dental Practice. CHRISTENSEN GJ. Chapter entitled Restorative Dentistry in General Practice (Chapter 9), 2nd Edition, W.B. Saunders Co., Philadelphia, 1983.
11. VANHERLE, G. and SMITH, D. Posterior Composite Resin Dental Restorative Materials. CHRISTENSEN GJ. Chapter entitled Finishing Class II Composite Resin Restorations (Section V), pp. 477-485, Minnesota Mining Manufacturing Co., Minnesota, 1985.
12. HERAUSGEGEBEN VON, JOSEF SCHMIDSEDER, Phillip's Restaurative Zahnmedizin, Band 2, CHRISTENSEN GJ. Chapter entitled Composites in der restaurativen Zahnmedizin (Resin Restorations for Posterior Teeth), pp. 59-70, Munchen, Germany, 1986.
13. CHRISTENSEN, TYLMAN, S.D., MALONE, W.F.P. Theory and Practice of Fixed Prosthodontics, 8th Ed. CHRISTENSEN GJ. Chapter entitled Use of Cements, Liners, and Bases in Fixed Prosthodontics (Chapter 17), Ishiyaku EuroAmerica, Inc, St. Louis, Missouri, 1989.
14. CLARK, J.W. Clinical Dentistry, CHRISTENSEN GJ. Cavity Preparation in Permanent Teeth (Chapter 19); Tooth-Colored Restorations (Chapter 22); Amalgam Restorations (Chapter 24); Compacted Gold Restorations (Chapter 25), Harper and Row, Hagerstown, Maryland, 1989 (Revised 1989).
15. O'BRIEN, W.J. Dental Materials: Properties and Selection, CHRISTENSEN GJ. Contributor of "Longevity of Restorations Commonly Used in Dentistry," Quintessence Publishing Co., Inc., pp. 14-15, 1989.
16. SIMONDS, J.A. Practical Periodontics--A Consulting Manual For Comprehensive Periodontal Patient Management, CHRISTENSEN GJ. Foreword, Continental Education, 1991.
17. STEAN, H., Manual of Esthetic Dentistry, CHRISTENSEN GJ. Preface, Quintessence Publishing Co., 1991.
18. SIMONDS, James A., Practical Periodontics (A Consulting Manual for Comprehensive Periodontal Patient Management), CHRISTENSEN GJ. Foreword, Health Career Learning Systems, July 1991.
19. PRESTON, Jack D. (ed.), Computers in Clinical Dentistry (Proceedings of the First International Conference, Houston, Texas), CHRISTENSEN GJ. Use Of Intraoral And Extra-Oral Television In Dentistry (Chapter 5), Quintessence Publishing Company, pp. 41-46, September 26-29, 1991.
20. DALE, B.G., & ASCHHEIM, K.W., Esthetic Dentistry, CHRISTENSEN GJ. Foreword, Lea & Febiger, 1993.

PUBLICATIONS - BOOKS AND CHAPTERS IN BOOKS (CONTINUED):

21. CHRISTENSEN GJ. A Consumer's Guide to Dentistry. Mosby-Year Book, Inc., St. Louis, Missouri, 1994.
22. FARRAN, H., 201 WAYS, Foreword by Gordon J. Christensen: in press.
23. SCHMIDSEDER, J., Asthetische Zahnmedizin, Christensen GJ. Chapter entitled, "Intraorale Kamera," pg. 25-34, Geor Thieme Verlag, Stuttgart, Germany, 1998.
24. DALE, B.G., & ASCHHEIM, K.W., Esthetic Dentistry, 2nd Edition CHRISTENSEN GJ. Foreword, Mosby, 2001.
25. CHRISTENSEN GJ. A Consumer's Guide to Dentistry, 2nd Edition. Mosby St. Louis, Missouri, 2002.
26. O'BRIEN, W.J. Dental Materials and Their Selection, 3rd Edition. CHRISTENSEN GJ. Contributor of "Longevity of Restorations Commonly Used in Dentistry," Quintessence Publishing Co., Inc., pp. xii - xiii, 2002.
27. Choi, R. Economics of Implant Dentistry. A Look at Mini Implants. Foreword entitled "The Small-Diameter Implant "Revolution". Supplement to PPAD. August 2007.

PERIODICALS:

1. CHRISTENSEN GJ. The Effect of Water Swaging on Stress and Strain in Dental Wax Patterns, J.D. Res. 44:934, Sept./Oct., 1965.
2. CHRISTENSEN GJ. and KRAUS, B.S. The Initial Calcification of the Human First Permanent Molar, J.D. Res. 44:1338-1342, Nov./Dec., 1965.
3. CHRISTENSEN GJ. A Philosophy of Dental Practice, Dental Students 44:456-459, March, 1966.
4. CHRISTENSEN GJ. The Marginal Fit of Gold Inlay Castings, J. Pros. Dent. 16:297-305, Mar./Apr., 1966.
5. CHRISTENSEN GJ. Marginal Fit of Gold Inlay Castings, Year Book of Dentistry, pp. 211-212, 1966-67.
6. CHRISTENSEN GJ. and WITTRICK, J.W. The use of Ultra High Speed in Restorative Dentistry, KY Dent. Assn. Journal, Vol. 18, No. 3 pp. 18-24, August, 1966.
7. COUGHLIN, J.W. and CHRISTENSEN GJ. Growth and Calcification in the Prenatal Human Primary Molars, J.D. Res. 45:1541-47, Sept./Oct., 1966.
8. CHRISTENSEN GJ. Dental Caries Today and in the Future, Journal Tennessee Dent. Assn., Vol. 46, No. 4, pp. 315-321, Oct., 1966.
9. CHRISTENSEN GJ. Occlusal Morphology of Human Molar Tooth Buds, Archives of Oral Biology, 12:141, 1967.
10. CHRISTENSEN GJ. Compacted Gold Restoration, D.C.N.A., W.B. Saunders Company, pp. 175-190, March, 1967.
11. CHRISTENSEN GJ. Dental Caries Today and in the Future. Quarterly Dental Review, pp. 3-7, Spring, 1967.
12. COUGHLIN, J.W. and CHRISTENSEN GJ. Comparison of Dry Heat, Autoclave and Vapor Sterilizers, Journal Tennessee Dent. Assn., Vol. 47, No. 4, pp. 350-355, 1967.
13. CHRISTENSEN GJ. Biologic Implications of Dental Restorations, Journal Amer. Acad. of Gold Foil Oper., Vol. 10, No. 2, pp. 49-58, Sept., 1967.
14. CHRISTENSEN GJ. and HILL, G.W. The Future of Operative Dentistry, J. Dent. Ed., 31:435-443, Dec., 1967.
15. CHRISTENSEN GJ. Long Lasting Cast Gold Restorations, KY State Dental Journal, 20:29-34, July, 1968.

PERIODICALS (CONTINUED):

16. CHRISTENSEN GJ. and DILTS, W.E. Rotary Speed, Load and Thermal Effect of Dental Finishing and Polishing Procedures, J.D. Res. 47:690-693, Sept./Oct., 1968.
17. CHRISTENSEN GJ. The Use of Radiographs in Operative Dentistry, KY State Dental Journal, 20:17-23, Oct., 1968.
18. CHRISTENSEN GJ. and HILL, G.W. Departmental Administrative Assistants, J. Dent. Ed., 33:212-218, June, 1969.
19. CHRISTENSEN GJ. and BROWN, T.A. Accuracy of Fit of Direct Fired Porcelain Inlays, J. Pros. Dent. 22:46-53, July, 1969.
20. CHRISTENSEN GJ. Expanding the Role of Auxiliaries in Operative Dentistry, J. Am. Academy of Gold Foil Oper., 12:45-51, Sept., 1969.
21. CHRISTENSEN GJ. Review of Dental Research--Research in Clinical Dentistry, J AM DENT ASSOC, 79:668-684, September, 1969.
22. CHRISTENSEN GJ. 1968 Review of Dental Research Pertinent to the Dental Hygienist, The Canadian Dental Hygienist, 3:24-27, Fall, 1969.
23. JOHNSON, R.H., CHRISTENSEN GJ. and STIGERS, R.W. Pulpal Irritation Due to Phosphoric Acid Component of Silicate Cement. Oral Surg. Oral Med. Oral Path. 29:447-454, March, 1970.
24. CHRISTENSEN GJ. Why Become a Dental Educator? Dental Economics, 61:28-31, Jan., 1971.
25. CHRISTENSEN GJ. Clinical and Research Advancement in Cast Gold Restorations, J. Pros. Dent. 25:62-68, Jan., 1971.
26. CHRISTENSEN GJ. Should Continuing Dental Education be Mandatory? J. Colo. Dent. Assn. 49:18-21, Feb., 1971.
27. CHRISTENSEN GJ. The Practicability of the Use of Compacted Golds in General Dental Practice (A Survey) J. Colo. Dent. Assn. 49:18-22, May, 1971.
28. CHRISTENSEN GJ. The Practicability of Compacted Gold Foils in General Practice (A Survey) J. Am. Acad. of Gold Foil Oper. 14:57-65, Sept., 1971.
29. CHRISTENSEN GJ. Clinical Application of Research in Tooth Colored Restorations, Northwest Dentistry 59:343-345, Oct., 1971.
30. COOPER, T.M., CHRISTENSEN GJ. and LASWELL, H.R. Effect of Venting on Cast Gold Full Crowns, J. Pros. Dent. 26:29-32, Feb., 1972.

PERIODICALS (CONTINUED):

31. CHRISTENSEN GJ. Current Uses of Cements in Dentistry, J. Colo. Dent. Assn. 50:29-32, Feb., 1972.
32. CHRISTENSEN GJ. and COUGHLIN, J.W. Restorative Dentistry in the 70's - A Workshop, J. Dent. Ed. 37:23-27, July, 1973.
33. CHRISTENSEN GJ. and NASSIMBENE, R.D. Attitudes of Colorado Dentists Concerning Expanded Functions for Dental Auxiliaries, J. Colo. Dent. Assn. 53:15-20, Jan., 1975.
34. HAMILTON, A.I.; SCHUCHARD, A.S.; CHRISTENSEN GJ.; PHILLIPS R.W.; HOWARD, W.W.; and GILMORE, W.H. Report of the Committee on Scientific Investigation of the American Academy of Restorative Dentistry, J. Pros. Dent. 34:86-110, July, 1975.
35. CHRISTENSEN GJ. Status Report on Silver Amalgam; Council Report ADA Council on Dental Materials and Devices, J.A.D.A. 91:618-621, Sept., 1975.
36. CHRISTENSEN GJ. The Dental Materials Dilemma, Dental Survey 51:50-51, Dec., 1975.
37. CHRISTENSEN GJ. The Most Conservative and Longest Lasting Restorative Service, Dental Clinics of North America 29:351-364, No. 2, April, 1976.
38. CHRISTENSEN GJ. and NASSIMBENE, R.D. Attitudes of Colorado Dentists Concerning Expanded Functions of Dental Auxiliaries, Oral Health 66:13-16, Sept., 1976.
39. CHRISTENSEN GJ. The Current Status of Occlusal Concepts and Techniques - A Survey, Texas Dent. J. 94:10-14, Dec., 1976.
40. CHRISTENSEN GJ. Acid Etching of Teeth--Current Status, J. Pedo. 1:187-197, Spring, 1977.
41. CHRISTENSEN GJ. and SIMON, W.J. Saliva Control with Cotton Rolls, The Dental Assistant 46:25-28, May, 1977.
42. CHRISTENSEN GJ. Making Better Fixed Prosthodontic Impressions, Chicago Dental Society Review 70:22-25, August, 1977.
43. FINE, T.B.; ITO, R.J.; CHRISTENSEN GJ.; and CUNNINGHAM, P.R. A Method for Using Reversible Hydrocolloid at High Altitudes, J. Pros. Dent. 38:294-300, Sept., 1977.
44. CHRISTENSEN GJ. and CHRISTENSEN, R.P. Volume 1, CRA Newsletter, Twelve Issues, 1977.

PERIODICALS (CONTINUED):

45. CHRISTENSEN GJ. Bleaching Vital Tetracycline Stained Teeth, Quintessence International 6:13-19, June, 1978.
46. CHRISTENSEN GJ. Comment Realiser de Meilleures Empreintes en Prothese Fixee. le Chirugien Dentiste de France 40:33-37, July, 1978.
47. CHRISTENSEN GJ. and CHRISTENSEN, R.P. Volume 2, CRA Newsletter, Twelve Issues, 1978.
48. CHRISTENSEN GJ. Professional Interaction in Academic Health Centers, J. Nursing Education 17:11-19, Oct., 1978. Dental Economics, pp. 33-38, April, 1979.
49. CHRISTENSEN GJ. Making Better Fixed Prosthodontic Impressions. Oral Health 69:37-39, April, 1979.
50. CHRISTENSEN GJ. What Has Happened to Prosthodontics? Dental Economics, pp. 33-38, April, 1979.
51. CHRISTENSEN GJ. Bleaching Teeth, Quintessence International 384:21-27, Nov., 1979.
52. CHRISTENSEN GJ. and CHRISTENSEN, R.P. Volume 3, CRA Newsletter, Twelve Issues, 1979.
53. CHRISTENSEN GJ. Publication of Panel of Prosthodontists on Art of the Denture, Jan., 1980.
54. CHRISTENSEN GJ. and CHRISTENSEN, R.P. Volume 4, CRA Newsletter, Twelve Issues, 1980.
55. CHRISTENSEN GJ. The Metal Crisis in Dentistry, SCADA Symposium, the SCADA Journal, Volume 1, pp. 1-12, October 11, 1980.
56. CHRISTENSEN, R.P. and CHRISTENSEN GJ. Comparison of Instruments and Commercial Pastes Used for Finishing and Polishing Composite Resin. General Dentistry, pp. 40-45, Jan./Feb., 1981.
57. CHRISTENSEN GJ. and CHRISTENSEN, R.P. Volume 5, CRA Newsletter, Twelve Issues, 1981.
58. CHRISTENSEN GJ. and CHRISTENSEN, R.P. Volume 6, CRA Newsletter, Twelve Issues, 1982.
59. CHRISTENSEN, R.P. and CHRISTENSEN GJ. In vivo Comparison of a Microfilled and a Composite Resin: A 3-year Report, J. Pros, Dentistry 48:657-662, Dec., 1982.

PERIODICALS (CONTINUED):

60. CHRISTENSEN GJ. State of the Art of Restoration of Posterior Teeth, Italian Dentista Moderno, 9:50-62, Nov., 1983.
61. CHRISTENSEN GJ. and CHRISTENSEN, R.P. Volume 7, CRA Newsletter, Twelve Issues, 1983.
62. CHRISTENSEN GJ. Amalgam and Restorative Resins: An update, the California Institute for Continuing Education, Volume VII:8-16, 1983.
63. CHRISTENSEN GJ. and CHRISTENSEN, R.P. Volume 8, CRA Newsletter, Twelve Issues, 1984.
64. CHRISTENSEN GJ. Impression Materials for Complete and Partial Denture Prosthodontics, Dental Clinics of North America, 28(2):223-237, April, 1984.
65. CHRISTENSEN GJ. State of the Art Restoration of Posterior Teeth in the 1980's, Dental Practice, Vol. 23(1), Jan 3, 1985.
66. CHRISTENSEN GJ. Restorative Resin Use in 1985 - State of the Art, The Journal of the California Dental Assoc., 13(2): 26-33, Feb., 1985.
67. CHRISTENSEN GJ. Veneering of Teeth - State of the Art, Dental Clinics of North America 29(2):373-391, April, 1985.
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33. CHRISTENSEN GJ, and Professional Staff, "Auxiliary Oriented Diagnostic Appointment," Practical Clinical Courses--Video No. V1128, May 1989.
34. CHRISTENSEN GJ. "Tooth Desensitization," Practical Clinical Courses--Video No. V4329, June 1989.
35. CHRISTENSEN GJ. and Staff, "Increasing Service Potential by Multiple Patient Scheduling," Practical Clinical Courses--Video No. V4730, July 1989.
36. JONES JC, and CHRISTENSEN GJ. "Simplified Management of Medical Emergencies," Practical Clinical Courses--Video No. V3931, August 1989.
37. CHRISTENSEN GJ. "Bleaching of Teeth Using Home Care Methods," Practical Clinical Courses--Video No. V35, September 1989.
38. CHRISTENSEN GJ. "Obtaining Optimum Results With The 3M Impression System," Practical Clinical Courses--Video No. V1936, September 1989.
39. CHRISTENSEN GJ. "Cast Gold Restorations," Practical Clinical Courses--Video No. V3532, October 1989.
40. CHRISTENSEN GJ. "Repair and Salvage of Fixed Prosthodontic Restorations," Practical Clinical Courses--Video No. V1933, December 1989.
41. CHRISTENSEN GJ, and Professional Staff, "Auxiliary Oriented Rubber Dam Placement," Practical Clinical Courses--Video No. V3534, January 1990.
42. CHRISTENSEN GJ. "Tooth Colored Inlays/Onlays," Practical Clinical Courses--Video No. V37, February 1990.
43. CHRISTENSEN GJ. "Tooth Preparations for Fixed Prosthodontics," Practical Clinical Courses--Video No. V1938, March 1990.
44. CHRISTENSEN GJ. "Making Accurate, Easy Alginate Impressions," Practical Clinical Courses--Video No. V1939, April 1990.
45. CHRISTENSEN GJ, CHRISTENSEN RP. "Fluoride: Professionally Applied and Home-Use," Practical Clinical Courses--Video No. V5140, June 1990.
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49. CHRISTENSEN GJ. "Malpractice Suits, Prevention or Coping With One," Practical Clinical Courses--Video No. V4744, November 1990.
50. CHRISTENSEN GJ. "Implant Prosthodontics (Edition Two)," Practical Clinical Courses--Video No. V2345, December 1990.
51. CHRISTENSEN GJ. "Patient Education Series One," Practical Clinical Courses--Video No. P1, 1991.
52. CHRISTENSEN GJ. "Temporomandibular Disorders--Easy Treatment for Simple Cases," Practical Clinical Courses--Video No. V3146, January 1991.
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56. CHRISTENSEN GJ. "Tooth Whitening," Patient Education Series, Practical Clinical Courses--Video No. P1501, May 1991.
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60. CHRISTENSEN GJ. "Simple, High Quality Class 2 Resins," Practical Clinical Courses--Video No. V3551, July 1991.
61. CHRISTENSEN GJ. "Esthetic Dentistry And Prosthodontics", Lifetime Television Dentistry Update, July 14, August 18, 1991.
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71. CHRISTENSEN GJ. "Do You Need A Fixed Bridge?" Practical Clinical Courses--Video No. P1901, January 1992.
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74. CHRISTENSEN GJ. "Restorative Dentistry: Cements and Cementation--Traditional and New," #77-RO, Chicago Midwinter Meeting, February 1992.
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81. CHRISTENSEN GJ. "Root Canal Therapy--Endodontics," Patient Education Series, Practical Clinical Courses--Video No. P1301, February 1993.
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87. CHRISTENSEN GJ. "Electronic Anesthesia and Analgesia," Practical Clinical Courses--Video No. V3962, July 1993.
88. CHRISTENSEN GJ. "Post and Core (Edition Two)," Practical Clinical Courses--Video No. V1363, September 1993.
89. CHRISTENSEN GJ. "35 Ways to Increase Practice Activity," Practical Clinical Courses--Video No. V4764, October 1993.
90. CHRISTENSEN GJ. "Desensitizing Tooth Preparations," " Making Tight Contacts for Class 2 Resins," and "Restoring Abfractions," Video Instructor Series, Practical Clinical Courses--Video No. I-194, December 1993.
91. CHRISTENSEN GJ. "Bruxism-Clenching," Patient Education Series, Practical Clinical Courses--Video No. P3101, December 1993.
92. CHRISTENSEN GJ. "Bleaching Vital Teeth (Edition Three)," Practical Clinical Courses--Video No. V1566, January 1994.

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94. CHRISTIANSEN, KENT and CHRISTENSEN GJ. "A Simplified, Systematic Approach to Endodontics," Practical Clinical Courses--Video No. V1365, March 1994.
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96. CHRISTENSEN GJ. and PROFESSIONAL STAFF, "Bonding Amalgam," "Bases and Liners," and "Porcelain Repair," Video Instructor Series, Practical Clinical Courses--Video No. I-594, April 1994.
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98. CHRISTENSEN GJ. and PROFESSIONAL STAFF, "Efficient Dental Assisting for Composite Restorations and Resin Bonding," Practical Clinical Courses--Video No. V4767, June 1994.
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100. CHRISTENSEN GJ. and PROFESSIONAL STAFF, "Interocclusal Records," "Super Cements," Video Instructor Series, Practical Clinical Courses--Video No. I-994, July 1994.
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102. CHRISTENSEN GJ. "Implant Prosthodontics - Indications and Techniques," Practical Clinical Courses--Video No. V2369, October 1994.
103. CHRISTENSEN GJ. and, "Conservative Restoration of Worn Anterior Teeth," "Glass Ionomer Resin for Repairing Crowns," and Empress and Inceram Crowns", Video Instructor Series, Practical Clinical Courses--Video No. I-195, December 1994.
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111. CHRISTENSEN GJ. and PROFESSIONAL STAFF, "Cracked Tooth Syndrome: Diagnosis & Treatment," "Optimum Systemic Fluoride," and "Non-Sensitive Class 2 Resins," Video Instructor Series, Practical Clinical Courses--Video No. I-196, December 1995.
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113. CHRISTENSEN GJ. "Indirect-Direct Tooth Colored Restorations," "Radiographs and Transillumination," and "Pediatric Class 2 Restorations Using Resin Modified Glass Ionomer," Video Instructor Series, Practical Clinical Courses--Video No. I-596, April 1996.
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120. CHRISTENSEN GJ. "Non-Sensitive Bonding," "Long-Term Desensitization of Cervical Areas," "Resin Reinforced Glass Ionomer vs. Compomer," Video Instructor Series, Practical Clinical Courses--Video No. I-597, April 1997.
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122. CHRISTENSEN GJ. "Removal of Superficial Tooth Stains," New Concepts Video Series, Practical Clinical Courses--Video No. C-997(A), August 1997.
123. CHRISTENSEN GJ. "Pulp Tester Use For Auxiliaries," New Concepts Video Series, Practical Clinical Courses--Video No. C-997(B), August 1997.
124. CHRISTENSEN GJ. "Splinting Teeth With Reinforcement Fibers," New Concepts Video Series, Practical Clinical Courses--Video No. C-997(C), August 1997.
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144. CHRISTENSEN GJ. "Periodontal Therapy, Conservative & Effective," New Concepts Video Series, Practical Clinical Courses--Video No. C-599(B), March 1999.
145. CHRISTENSEN GJ. "Vitapan 3D-Master Shade Guide," New Concepts Video Series, Practical Clinical Courses--Video No. C599(C), March 1999.
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147. CHRISTENSEN GJ. "Basic Materials and Techniques for Dental Assistants and Others," Practical Clinical Courses – Video No. V4787, September 1999.
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201. CHRISTENSEN GJ. "Veneers - The Most Beautiful of Restorations!". Practical Clinical Courses -- Video No. V1512, November 2005.
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VIDEO PRODUCTIONS (CONTINUED):

- 214. CHRISTENSEN GJ. "Successful Fixed and Removable Restorations for Dental Implants". Practical Clinical Courses – Video No. V2326. Sept 2007.
- 215. CHRISTENSEN GJ. "Alginate Impressions – Predictable & Accurate". Practical Clinical Courses – Video No. V1927. August 2007.
- 216. CHRISTENSEN GJ. "Cutting Soft Tissue with Laser or Electrosurgery". Practical Clinical Courses – Video No. V4324. Nov 2007.
- 217. CHRISTENSEN GJ. "Effective Provisional Restorations". Practical Clinical Courses – Video No. V1928. Jan 2008.
- 218. CHRISTENSEN GJ. "Esthetic Alternatives for Crowns – Tooth-Colored Onlays & Inlays". Practical Clinical Courses – Video No. 1529. Mar 2008.
- 219. CHRISTENSEN GJ. "Predictable Fixed & Removable Prosthodontic Impressions". Practical Clinical Courses – Video No. V1931. May 2008.
- 220. CHRISTENSEN GJ, SVIRSKY J. "Easily Implementing Oral Medicine into Your Practice. Practical Clinical Courses – Video No. V3932. June 2008.
- 221. CHRISTENSEN GJ, EPPERSON DH. "Protecting Yourself Against Malpractice Suits". Practical Clinical Courses – Video No. 4733. July 2008.
- 222. CHRISTENSEN GJ. "Complex Oral Rehabilitation". Practical Clinical Courses – Video No. V1934. October 2008.
- 223. CHRISTENSEN GJ. "Efficient Diagnostic Data Collection by Auxiliaries". Practical Clinical Courses – Video No. V1136. November 2008.
- 224. CHRISTENSEN GJ. "Creative Management for Increasing Practice Activity". Practical Clinical Courses – Video No. V4738. December 2008.
- 225. CHRISTENSEN GJ. "Maxillofacial Digital Radiography – Simplified". Practical Clinical Courses – Video No. V1135. March 2009.
- 226. CHRISTENSEN GJ. "Efficient Diagnostic Data Collection by Auxiliaries." Practical Clinical Courses -- Video No. V1136. June 2009
- 227. CHRISTENSEN GJ. "CEREC for Your Practice" Practical Clinical Courses – Video No. V1940. August 2009
- 228. CHRISTENSEN GJ. "Restoring Mini Implants" Practical Clinical Courses - Video No. V2337. October 2009
- 229. CHRISTENSEN GJ. "Protecting Your Dental Office from Embezzlement & Fraud". Practical Clinical Courses – Video No. V4739. January 2010

VIDEO PRODUCTIONS (CONTINUED):

- 230. CHRISTENSEN GJ. "Integrating Staff for Mini Implant Success". Practical Clinical Courses – Video No. V2342. April 2010
- 231. CHRISTENSEN GJ. "Patient Education – Mini Implants" Practical Clinical Courses - Video No. DP15. April 2010.
- 232. CHRISTENSEN GJ. "Sealants and Preventive Resin Restorations – When & How". Practical Clinical Courses – Video No. V5143. May 2010.
- 233. CHRISTENSEN GJ. "Simplified Implant Surgery – The Neoss System" Practical Clinical Courses – Video No. V2344. August 2010.
- 234. CHRISTENSEN GJ. "Dental Assisting for Posterior Restorations" Practical Clinical Courses – Video No. V4745. November 2010.
- 235. CHRISTENSEN GJ, SUZUKI JB. "Easy Crown Lengthening" Practical Clinical Courses – Video No. V4346. January 2011.
- 236. CHRISTENSEN GJ. "Light Curing Resin for Fast Custom Trays and Repairs" Practical Clinical Courses – Video No. V1947. February 2011.
- 237. CHRISTENSEN GJ. "The Importance of Your Oral Exam" Practical Clinical Courses – Video No. DP16. February 2011.
- 238. CHRISTENSEN GJ. "Reducing or Eliminating Dental Decay for High Caries Patients" Practical Clinical Courses – Video No. DP17. February 2011.
- 239. CHRISTENSEN GJ. "Essentials of Effective Dental Assisting" Practical Clinical Courses – Video No. V4748. April 2011.
- 240. CHRISTENSEN GJ. "Making Complete Dentures a "Win-Win" Service" Practical Clinical Courses – Video No. V2549. May 2011.
- 241. CHRISTENSEN GJ. "Removing Objectionable Spots from Your Teeth" Practical Clinical Courses – Video No. DP18. May 2011.
- 242. CHRISTENSEN GJ. "Socket Preservation and Bone Grafting" Practical Clinical Courses – Video No. V4350. June 2011.
- 243. CHRISTENSEN GJ. "Predictable Removable Partial Dentures" Practical Clinical Courses – Video No. V2551. November 2011.
- 244. CHRISTENSEN GJ. "Class II Composite Resins Can Be Predictable, Non-Sensitive, and Profitable" Practical Clinical Courses – Video No. V3554. February 2012.

- 245. CHRISTENSEN GJ. "Understanding Dental Concepts, Equipment, Materials and Techniques" Practical Clinical Courses – Video No. V4755. March 2012.
- 246. CHRISTENSEN GJ. "Esthetic Gingival Covering of Exposed Crown Margins, 2nd Edition" Practical Clinical Courses – Video No. V4353. May 2012.
- 247. CHRISTENSEN GJ. "Zirconia & Lithium Disilicate Restorations – Clinical Comparison & Techniques" Practical Clinical Courses – Video No. V1956. June 2012.
- 248. CHRISTENSEN GJ. "Dr. Christensen's Clinical Failures and How to Avoid Them, 2nd Edition" Practical Clinical Courses – Video No. V2551. August 2012.